

CITY OF CORVALLIS
IMAGINE CORVALLIS STEERING COMMITTEE (ICSC) MINUTES
April 21, 2016

Present

Councilor Brauner
 Councilor York
 Councilor Glassmire
 Skip Rung
 Ann Mbacke
 Deborah Rose
 Laura Lahm-Evenson
 Jacque Schreck
 Stacey Mellem
 Cooper Whitman
 Brenda Downum-van Develder
 Larry Roper
 Annabelle Jaramillo
 Terri Valiant
 Dan Brown
 Kerstin Colon

Absent

Karisa Boyce
 Susan Capalbo
 Jennifer Moore
 Jonathan Kurten

Staff/Consultants

Paul Bilotta, CD Director
 Kent Weiss, Housing & Neighborhood Svcs. Mgr.
 Kevin Young, Planning Manager
 Sarah Johnson, Senior Planner
 Claire Pate, Recorder
 Doug Zenn, HDR Consulting Team
 Steven Ames, HDR Consulting Team

SUMMARY OF DISCUSSION

Agenda Item	Information Only	Actions/Recommendations
I. Introduction and Agenda Review	x	
II. Data Update	x	
III. Outreach Updates	x	
IV. Futuring Discussion and Exercise	x	
V. Action Planning Preparation	x	
VI. Community Comment/Wrap Up	x	
VII. Adjourn	x	Adjourned at 5:45 p.m.

CONTENT OF DISCUSSION:

I. WELCOME/ INTRODUCTIONS AND AGENDA REVIEW

Councilor York welcomed the members to the Imagine Corvallis 2040 Steering Committee (ICSC), and introductions were made all around. She introduced the new Community Development Director, Paul Bilotta.

Meeting notes from March were approved.

Zenn gave an overview of the agenda, stating that the intent was to both follow-up on the workshops and data collected, as well as to prepare for the next steps.

II. DATA UPDATE

Zenn passed out a draft of comment data collected to date, separated out by focus area. This data was collected from individual interviews, group discussions, and public forums with over 300 people in attendance. Another draft will be sent out with data from the community survey after it is closed on May 6. This will be one of the guiding documents in developing the draft vision at the May ICSC meeting on May 19, 2016. He noted that the data is broken up into strengths, challenges, visions, actions, and evaluation measures; and the results showed a stunning amount of thoughtfulness. Other information tracked for the data is how it was obtained (i.e. workshop, individual interview, group activity) and whether it was a group response or individual response. There is also a "red star" category for those items on which the workshop participants reached consensus that they stood out above the rest.

In responses to committee member questions, Zenn stated that at least 500 people had taken the survey in one or more focus areas to date; with six having taken it in Spanish. The data draft will be available on the City's website once the survey results are folded in.

III. OUTREACH UPDATES

Zenn noted that he was aware of some forty different outreach activities that have either already been done or were scheduled to be done by the consulting team, ICSC members, and other community members. He asked if there were any comments or concerns about the outreach effort, and ICSC members shared the following:

- One of the groups giving input had participants who were concerned about sharing opinions as they feared there might be retaliation.
- There should have been inclusion of diverse groups and individuals from the very beginning. People want to feel more engaged and connected to the project.
- All of the focus groups should be addressing the issue of diversity, not just Engage and Support.
- Some of the minority-owned business communities were concerned about license and inspection fees having gone up (in particular for a restaurant).
- Some of the minority groups would have preferred to have City representatives in attendance at their gatherings to hear their input.
- Intercommunity Health Network Coordinated Organization, Samaritan Health, and Samaritan Health Plan will be sending information out about taking the survey to list serves and employees.

- Willamette Neighborhood Housing Services will be having a community event for South Corvallis, which might be an opportunity for some diverse opinions.
- The survey format is user friendly.
- Some people do not like formal gatherings, and would prefer a more informal event.
- Some participants felt too “managed” at the workshops but understood that they could fill out the survey as an option.
- A table at the Farmer’s Market might provide a good opportunity for informal input.
- The reason for the deliberateness of the process needs to be reiterated so people understand why it is being done the way it is.
- People can be referred to the City’s Facebook page for updates.
- It might be a good idea to have some less-structured community events once an initial vision draft is done; one event should be family-oriented and another might be an evening event at LaSells, or someplace like that.

Members were thanked for all of the work they have been doing.

IV. FUTURING DISCUSSION AND EXERCISE

Ames started the discussion and exercise with a quote from Lewis Carroll: “If you don’t know where you’re going, any road will get you there.” Knowing what the landscape of the future might be is an important component in planning for it.

One of the tools in a long-range planner’s tool kit is “environmental scanning.” This scanning is of all aspects of the environment surrounding the community: social, cultural, economic and environmental. It is a process of looking outward to see how the environment is changing, and how this might affect planning for the future. The fact sheets developed for each focus area do a bit of this on a local level, but this exercise will be looking at trends on a larger scale. An associated activity is “forecasting.” While visioning is aspirational, forecasting - or scenario planning – is more about the predictive side of thinking about the future. Planners take into account both perspectives when thinking about the future: the aspirational and the predictive.

He handed out a document entitled “Forecasting the Future”: a sampling of forecasts and predictions on global society, business, entrepreneurship and technology, education, health and aging, transportation and mobility, and sustainability. He asked that the members gather in their respective focus groups to forecast the future for Corvallis, using one of the sample sets of trends that might be applied to their focus area. Each focus group chose one of the lists, and shared that choice with the group. They then identified 1-3 strategic issues – issues that are critical in planning for the future – that might be informed by the trends on their list. Thirdly, they were asked to identify an emerging issue – something that might throw a wrench in the works or might provide a huge opportunity. This would likely be something that would be difficult to plan for. Finally, they were asked to jump into a visionary mode, and brainstorm one major project or initiative that could be a game changer.

The results of the focus area discussions were as outlined below:

Focus Area	Strategic Issue	Emerging Issue	Bold Initiative
Innovate and prosper	Disappearing middle demographic. Innovation/Educational materials keeping up with changes.	Belligerent use of nuclear devices by minor powers or terrorists.	High-rise urban Infill for retirees freeing up other housing stock.
Learn And Thrive	Fragmentation of Higher Ed delivery; a changing model. With ease of remote connectivity & access, impact on brick and mortar institutions, etc.	Having a plan for managing the unknown	Citywide public access to internet
Plan and Change	Impact of climate refugees. Workforce demographics, with baby-boomer retirements. Driverless vehicle impact on transit	Wholesale collapse of banking/financial system.	Public initiative for new housing in S. Corvallis via URD or RFP
Engage and Support	Lack of diversity in employment centers.	Loss of major industry and jobless growth	Create incubator/production facility in Corvallis
Create and Celebrate	Where will support for arts come from? Positioning the arts/creative expression as antidote to high tech society.	Potential changes in political climate and impact on creative expression.	Institute fee for "creation/celebration" money, on util. bill. Branding as a Creative Corridor (Seattle to LA).
Steward and Sustain	Incoming migration to the area. Environmental and social justice issues relating to land use planning.	Lack of leadership to deal with these issues.	Create community centers around transit. Utilize rail service between Corvallis & Philomath

Ames then asked for suggestions or comments on how they can make sure they are getting the most visionary thinking out of people that they can. The following were some of the comments:

- Challenges need to be flipped to creative opportunities. Use creative energy which has a sustaining power.
- There are members in our community who are struggling in their day-to-day lives, and it is more difficult for them to think creatively.
- Be inclusive.
- The world is on speed now; it is important to have an updating process that is more often like every 3 years.

- Accelerating to keep up with change. Have a change management process to keep up with the change.

V. ACTION PLANNING PREPARATION

A tentative calendar was proposed for upcoming activities, a copy of which will be sent out by Zenn. The May 19, 2016, meeting will be used for the vision drafting session, with action planning taking place in June. In July, the SC will take the actions and start an alignment process with the vision elements to see where there might be gaps. The conversation about how those actions might be measured will be started as well. In August, they can begin identifying parties that will take on responsibility for performing/tracking specific actions. In September, the Fall Festival and another event can be used to further refine, if necessary, the vision and action items.

It was noted that the May meeting would need to be longer than the usual 2-hour session.

VI. COMMUNITY COMMENT/WRAP UP

Comments were made by a few members of the public who were in attendance at the meeting, as well as some of the SC members. Those comments covered the following topics:

- The “workshop in a box” process is not beneficial in some instances as it cuts off conversation before people fully develop their ideas for a vision and possible actions to be taken.
- Information about the SC meetings should be publicized more and in a timely manner. It was not on the City’s website or on the Facebook page.
- It would be nice if the meetings could be held in different parts of the community, closer to where people live.
- An inquiry was made as to whether there was a budget for childcare, translation services, and/or refreshments for group visioning meetings.
- People want to talk about challenges; it takes time for meaningful conversations to develop.
- Some members of the community of color feel vulnerable and need to feel safe. It is important to have the process and vision say something that reflects reality.
- As leaders, the challenge is to do more than just have a community in which fear is absent. People want more than that. There is need for systemic change.
- Vision 2020 did not have action plans associated with it. Vision 2040 will have action plans for which the City can be held accountable.

Assignment:

Planner Johnson will send out a doodle poll to determine the time for the next meeting on May 19, 2016.

VII. ADJOURN – 5:45pm